

ccib  
barcelona  
20-23  
june 2022

# CineEurope

Official Convention of the International Union of Cinemas



## CONVENTION AND TRADE SHOW ATTENDEE BROCHURE

CENTRE CONVENCIONS INTERNACIONAL BARCELONA (CCIB)

[CINEEUROPE.NET](http://CINEEUROPE.NET)

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*Coca-Cola®*

2022

# Network with Leading Industry Members in Europe.



Now in its 31st year, CineEurope 2022 promises to bring you another edition filled with the very best presentations and screenings from our studio partners both in Hollywood and across Europe. In addition, the opportunity to visit Europe's largest cinema trade show and expo, showcasing the very latest and best in cinema technologies and concessions.

Attend educational programming with panels and seminars from industry professionals that focus on current trends and what to expect as we continue to push ahead into the future.

The opportunity to network and engage with over 4,000 industry associates only happens once a year in Europe and in 2022 that will be from June 20-23 at the CCIB in Barcelona.

Produced by The Film Expo Group, CineEurope is the official convention of the International Union of Cinemas (UNIC), the international trade association an international trade association representing cinema exhibitors and their national associations across 39 European territories whose focus is to better promote the social, cultural and economic value of cinemas in Europe and internationally.

We are delighted and hugely grateful to say that returning for the 31st consecutive year as Official Corporate Sponsor of CineEurope is the Coca-Cola Company.



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## Over 4,000 in Attendance



### JOIN EXHIBITORS FROM 85+ TERRITORIES AROUND THE GLOBE INCLUDING:

- Apollo Kino
- Blitz-CineStar
- Cavea Cinemas
- Cinema City
- Cinemas NOS
- CinemaxX
- Cineplex
- Cineplexx
- Cineworld Group
- Karo Cinema Chain
- Kinopolis Group
- Kinopolis
- Helios SA
- Les Cinémas Pathé Gaumont
- Majid Al Futtaim Cinemas
- Multikino
- Multiplex Ukraine
- Nordisk Film Biographer
- Odeon Cinemas Group
- Omniplex Cinema Group
- Svenska Bio
- The Space Cinemas
- UGC
- Vue International
- Yelmo Cines

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# A Look Back at CineEurope 2021

Now in our 31st year, CineEurope continues to be at the forefront of efforts to explore and showcase the ever-changing world of cinema.

## Top Countries in Attendance

- AUSTRIA
- BELGIUM
- CANADA
- DENMARK
- FINLAND
- FRANCE
- GERMANY
- IRELAND
- ITALY
- NETHERLANDS
- NORWAY
- POLAND
- PORTUGAL
- RUSSIAN FEDERATION
- SPAIN
- SWEDEN
- TURKEY
- UKRAINE
- UNITED KINGDOM
- UNITED STATES

*"Whether it be exhibitors or distributors, CineEurope brings everyone together. That makes CineEurope absolutely unique."*

*—Kinopolis Group*



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## 2021 SEMINAR HIGHLIGHTS

### **It's All About Content: The Role of Local Film**

In 2020, 15 European territories registered a market share for national films of above 25%—a record—as audiences returned during the summer to enjoy the sorely-missed experience of enjoying a film together, on the Big Screen. With the support of local distributors and producers, national films' market share reached new heights, such as in Denmark (49.4%), Czech Republic (46.4%), France (44.9%), Italy (56.6%), Russia (46.9%) and Poland (50%). Can we expect this trend to last? Will we see a more diverse slate in future?

### **Emerging Stronger – Charting the Path for Growth**

As cinemas have re-opened this year, extremely strong retail revenues per guest are being reported. Is this simply that during quieter times it's easier for guests to buy their food and drinks, or are they looking for a treat after periods of lockdown, or is there something more to this trend? Join us at the 2021 Coca-Cola Retail Seminar 'Emerging Stronger: Charting the Path for Growth' as we share new research exploring the drivers behind these behaviours, and discuss the key opportunities to leverage these insights to drive sustained growth for the long-term.

### **Growing Back Greener**

The world has a packaging problem. As the world's biggest beverage company, we have a responsibility to help solve it. We will share how Coca-Cola aims to create a systemic change for our packaging through a focus on three fundamental areas: design, collect and partner. With many types of disposable packaging being used across the industry, we'll explain about The Single Use Plastic directive, the implications on the choices retailers can make and what we can do to work together to do the right thing for the planet and our businesses. We will also share how technology is playing its role in supporting sustainability through the power of digital watermarking and how this can assist in improving recycling and engaging consumers and further drive towards a World Without Waste.

### **CineEurope Focus Session on the Trade Show Floor :**

- **Diversify: Streaming Solutions in Cinemas**
- **Fast Forward: Customer Touch Points, Behavior and Experiences After the Digital Surge**
- **The Elevator Pitch: ICTA Product Presentations**

# Past Studio Participation

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entertainmentOne

LIONSGATE



STUDIOCANAL

STX  
international



WALT DISNEY Studios  
Motion Pictures



*"CineEurope has done an amazing job of bringing people from all over the cinema industry together. The partnership and support we've gained as a studio has been invaluable."*

*—Paramount Pictures International*

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